

New Light on Your Mysterious Nerves



To understand oneself well is to
live wisely.

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New Light on Your Mysterious Nerves



**Directions for taking NONN
will be found on page 16.**

ISSUED BY

**The Proprietors of NONN Ltd.,
45, Gordon Square, W.C.1**

FOREWORD

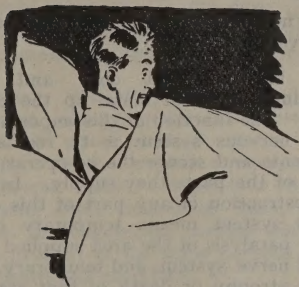


THIS book is written for the guidance, benefit and comfort of sufferers from nervous troubles of all forms. It is not intended to trespass on the doctor's domain or to usurp his function in any way. A sufferer from any physical ailment needs medical attention ; and no amount of nerve treatment is of avail until the physical well-being has been cared for.

One important factor that is often over-looked, however, is the influence of the nervous system on the progress of convalescence. During the period of recovering from ailments such as pneumonia and influenza and from all surgical operations the nerves are subject to an exceptional strain. They accelerate or retard the progress of the patient exactly in accordance with their own vitality. So that at such times as these it is just as necessary to nourish the nerves as it is to feed the body.

Few people in this age escape nerve trouble altogether, many suffer untold agonies all the time.

To every man and woman, then, this book will be of help at some time or other ; it carries with it a new message of hope and an honest desire to alleviate suffering.



WHAT IS THE NERVOUS SYSTEM ?

Nervous troubles, whether in the form of an absolute nervous breakdown, general nervousness, digestive disturbances, fears, dreads, headaches, insomnia, &c., require to be understood in some degree by the sufferer in order that he or she may co-operate intelligently in the treatment.

With that object this brochure is written, and the different chapters deal with " What is the Nervous System ? " " What causes Nerves ? " &c., &c.

In considering the structure and function of the nervous system it must be first understood that there are two separate and distinct divisions :—

(a) The physical or organic nervous system.

(b) The mental or inorganic nervous system.*

The brain, spinal cord and nerves emanating therefrom make up the physical system. The function of this important part of the nervous system is to regulate the movements and secure the co-operation and control of the parts they supply. Injury or total destruction of any part of this organic nervous system means temporary or permanent paralysis of the area supplied by the affected nerve system, and temporary or permanent atrophy or death of that area.

The other sub-division—the mental system—is much more difficult to understand. We have nothing tangible, *i.e.*, we have no definite nerve substance to work on here. There is no visible destruction of matter, but the effects are as palpable and often even more distressing than those which are visible by absolute destruction of organic nerve matter. It is to this category that “nerves” belong.

“Nerves,” neurasthenia, nervous exhaustion—all these terms embrace the same idea, and demonstrate our mental reaction to external or internal stimuli.

For example, many people are affected by heights and betray extreme fear. This is the mental reaction to the external stimulus of the distance suggested by a possible fall. A

* For a complete glossary of nervous disorders, see pages 19 and 20.

great many others impervious to heights are extremely nervous in the dark. This is mental reaction to internal stimulus suggested by an unseen and improbable danger.

Brilliancy, wit, determination, quickness of thought, energy, genius, character, personality, will power, and all other attributes are a part of the mental equipment. On the reverse side, stupidity, dullness, vacillation, sloth, indecision, fears, dreads, down to the degenerate mental conditions, are the product of the same nervous system in its disordered condition.

This will give readers a simple, but lucid, idea of the two great divisions of the nervous system. This booklet is dealing solely with the inorganic or functional nervous section popularly known as "nerves."

WHAT CAUSES "NERVES?"

The causation of nerves has as many forms as the malady has symptoms.

- 1 Heredity plays an important rôle. Children born of highly strung, imaginative people enter life predisposed to "nerves." This may be due partly to direct transmission and partly to environment.
- 2 The strain and stress of modern life claim a preponderating number of nervous breakdown cases.

- 3 Alcohol and tobacco in immoderate quantities, and all narcotics, play havoc with the nervous system of the strongest.
- 4 Worries and anxieties, financial and domestic, contribute their quota.
- 5 Prolonged ill-health and severe surgical operations claim a good number of victims.
- 6 Strain of war, shock of accidents, and nerve-trying occupations add to the roll.
- 7 Ordinary processes of degeneration due to advancing age contribute their number. This is especially true in the case of women.

WHAT IS THE ACTUAL CONDITION IN A CASE OF “NERVES”?

Nature, in her providence, supplies us, when we are well, with all the nervous energy we require for ordinary use. She has, however, a store of **Reserve Nervous Energy** which she only pulls out for us on extraordinary occasions. This will be best understood by an example: Anyone who has ever had the unpleasant experience of being chased by an infuriated bull will readily admit to being able to produce a turn of speed which under no ordinary circumstances was possible. Why? Nature has risen to the occasion and flooded the whole

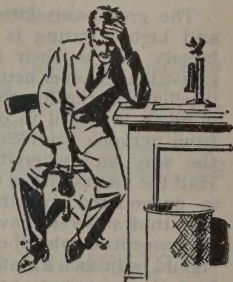
system with reserve nervous energy to enable the emergency to be met and overcome.

How do we know this ?

- (a) By the incredible amount of energy so suddenly produced.
- (b) By the subsequent state of nervous exhaustion.

WHAT IS THIS NERVOUS STATE?

When the danger has passed, the victim feels absolutely exhausted. There is not even sufficient energy left for ordinary use. If the expenditure of nervous energy is sufficiently great, and the reserve nervous energy thoroughly drained, a condition of shock supervenes and absolute rest is needed before the normal is resumed.



An exactly parallel condition produces the ordinary breakdown of ordinary everyday life. Ill-health, worry, strain, or any of the causes already detailed as giving rise to this nervous state, makes a call, and a very big call, on the ordinary nervous energy which nature normally supplies. When, at the same time, the nervous energy needed for the discharge of the customary duties of life is demanded, there is not then sufficient to

meet the demand, and a call on nature's reserve energy has to be made in order to carry on. If this call be continuous, a point is eventually reached when the reserve energy is dangerously low, and nature rings her warning bell. This may take the form of insomnia, headaches, lack of energy, nervous dyspepsia, loss of energy, loss of self-confidence, or any of the multitude of preliminary nervous symptoms. If the drain on the reserve nervous system is persisted in, the result is nervous bankruptcy, exhaustion, collapse and breakdown.

This is a plain, uncoloured picture of the gradual process of a nervous breakdown.

The great consolation left to the nervous and highly strung is that the condition is largely due to their intelligence. A stupid individual is never neurotic. Relying on that intelligence, the foregoing simple explanation is given in detail in order that the sufferers from nervous troubles may understand fully the why and wherefore of their condition. Half the mental dread of a nervous breakdown is engendered by the fact that sufferers have no conception why they should be in such a state, how it has arisen, and what they can do to combat it. Having pulled aside the veil of the hidden terror, if even only to a slight degree, the next step to be taken is to consider the nerves in relation to health and in relation to business efficiency.



A
Few people understand the part played by the nerves in ordinary everyday life. From sunrise to sunset—from sunset to sunrise, no action, waking or sleeping, mental or physical, takes place that is not strictly governed by the nervous system. The blood system and the digestive system are just as strictly under the control of the nervous system as is the most complicated process of thought. We all know how under the strain of some strong emotion the heart beats faster. This demonstrates how nervous force acts directly on the heart's movement. At a period of torturing anxiety desire for food disappears, showing the force the sub-conscious nervous system is exercising over the digestion.

These two examples alone will suffice to impress upon us how, even without our being aware of it, the subconscious nervous control is never relaxed. It will be readily granted, therefore, that our nervous condition plays an exceedingly important rôle in health.

THE NERVES IN HEALTH AND DISEASE

Seeing that all the processes of the body are strictly controlled by the functional nervous system, it is evident that when this system is working properly our entire well-being is assured. The heart, which is the vitalising pump for the body, distributing its nourishing fluids to all parts, is doing its work regularly and uniformly under the direct control of a well-regulated nervous

system. If the nervous system is disordered, a reflection of this disorder is manifested immediately in the blood system. The heart starts to race, its beats are accelerated, may become erratic, and the extremities of the body, the fingers and ears become congested and blue. This is one of the most constant physical symptoms in the nervous and highly strung. This palpitation of the heart, in turn, leads the sufferer to imagine all manner of things. He fears that he has definite heart trouble. He imagines, at the best, that his heart is weak. He becomes anxious, and his anxiety may lead to breathlessness. This accounts for a great number of sufferers from asthma, which is largely nervous in origin. These anxieties, in turn, drain the nervous system and lower the vitality. This reacts back on the heart, and a vicious circle is thus set up.

Similarly with regard to the digestive system. The digestion of food depends on the muscular action of the intestines. This muscular action is dependent for its force on the nervous system. If the nervous system is weak and feeble, there is a corresponding weakness in the intestinal movement. This means that the process of digestion is slow, and food is retained an undue time in the intestinal tract. The result is constipation; semi-digested food lies in the intestines fermenting and producing harmful gases which are absorbed into the blood. This poison-laden blood, in turn, sweeps over the high nerve centres in the brain, continuously bringing poisons instead of nourishing elements. The

immediate consequence is a further lowering of the nervous vitality, and again this reacts back on the digestive system. Thus a further vicious circle is set up.

This explains the headaches, the insomnia, the mental lassitude, the terrible mental depression of the nerve-suffering patient. Unless the nervous system is in order, it is impossible for the body to be in order. In other words, it is impossible for the person to be in good health.



RESISTANCE TO INFECTION

If the nervous system is in good condition, the liability to infection is greatly reduced. The blood, whose function it is to prevent infection, is in its highest state of protectiveness when the nervous system is in order. Hence, if we wish to be in good health and to remain in good health, the nervous system must be kept in good condition.

To be happy and contented, good health is essential. To ward off ill health, begin at the proper end. Keep the nervous system in order and good health automatically follows.

NERVES IN BUSINESS

We often hear of men who are able to bear the strain of big business enterprises, and wonder how they can endure it. Napoleon immediately leaps to the mind as the greatest example of an apparently inexhaustible supply of force and nerve energy. History tells us that, after an exhausting day on the field of battle, he would snatch a few hours' sleep, sometimes even in the saddle, and return to work with mind and body refreshed, alert and active. His nerve force was phenomenal, and, although this colossal nervous energy is not given to ordinary mortals, it is the wise employment of the equipment we have that enables us to win our battles in life's campaign. A clear head, energy, and will power are the only materials for the foundation of success. *A clear head, energy and will power are produced only by nerve force, and nerve force is produced only by the glands situated throughout the body.*

It is manifestly absurd to expect 100 per cent. efficiency from a business man or woman who suffers from continuous headaches. It is not to be expected that a man or woman who has not slept can tackle the succeeding day's problems with the same chance of success as a person who has slept soundly. No one can imagine a person who is anxious about a fluttering heart or jumping nerves settling down to a scheme with the cool, deliberate determination possessed by a man whose heart is normal and whose nerves are calm.

Every one of these examples is dependent on the state of the nervous system and on the state of the nervous system alone. Whilst none of us aspire to have the nerves of a Napoleon, yet we have each and every one of us quite sufficient for our ordinary requirements if carefully husbanded. A man or woman in order to be happy must be healthy, and to be healthy must have a well-regulated nervous system. This brings us to the

TREATMENT OF NERVES

What is Nonn ?

NONN stands alone, without peer and without competitor, as the ideal method of building up an exhausted nervous system.

NONN, as the letters comprising the word indicate, is Nature's Own Nerve Nourishment. Let us consider how Nature nourishes the nervous system and see for ourselves how far the claims of Nonn tally with Nature's own processes.

Nature nourishes the nervous system by the secretions of different glands throughout the body. These secretions are poured into the blood stream and are Nature's food for the brain and nerves. When any of these glands are destroyed by disease or accident, nervous symptoms of different kinds develop immediately. As these glands lose their power in advancing age, energy, mental clarity, and frequently the whole character of the individual, undergoes a

marked and degenerative change. Conversely, the administration through the mouth of the substances which should be supplied by the affected glands causes the disappearance of these nervous symptoms. This proves conclusively the efficaciousness of gland administration in nervous states. Worry, anxiety, wasting diseases, heavy surgical operations, the immoderate use of alcohol and tobacco, advancing age, and, in fact, all the causes of nervous conditions detailed at the beginning of this booklet, exact a heavy tribute from these glands.

The nervous system, thus robbed of its raw materials, sounds its warning in the form of insomnia, headaches, loss of energy, dreads, fears and general symptoms of nervous exhaustion.

NONN IS COMPOSED of the vital substances of these essential glands—hence its just appellation, “Nature’s Own Nerve Nourishment.”

NONN is composed of the actual gland substances which the nervous subject cannot produce in sufficient quantities to meet the demands of the depleted nerves. NONN is free from drugs and chemicals of all descriptions and is not habit-forming. NONN is safe, natural and invariably beneficial.

NERVOUS DISORDERS IN MEN AND WOMEN

A moment's consideration will demonstrate to any close observer that the emotional states of men and women are entirely different. These different emotional states are the outward expression of the different nervous systems from which they originate. It is obvious, therefore, that these different nervous systems cannot react in the same way to the same nerve food, and the reason is because their natural nourishment is derived from different gland groups.

NONN IS THE FIRST TREATMENT TO MEET THIS CONDITION.

NONN follows Nature's orders and is produced as two separate and distinct preparations, one for Men and the other for Women. The former is composed of the gland groups from which Nature draws her nerve nourishment for Men, and the latter from the special gland groups with which Nature feeds the nervous system of Women.

N.B.—No harm can follow the taking of NONN tablets intended for the opposite sex, but, of course, material benefit cannot be expected, as the composition of the two tablets is entirely different.

DIRECTIONS FOR TAKING NONN.

Take one tablet before the morning meal, and one tablet before the evening meal. If the user wishes to take a third tablet during the day, this will give additional benefit, BUT NO ADVANTAGE IS DERIVED FROM TAKING MORE THAN THREE IN ONE DAY.

Whether the tablet is eaten or swallowed whole is immaterial. The only point to be remembered is that the maximum benefit is derived from NONN if taken at a time when the stomach is empty.

The following five rules are submitted for the guidance of patients suffering from nervous conditions.

- (a) **Exercise.** A walk in the open air, no matter how short the distance, preferably in the morning or before retiring to rest, is very beneficial.
- (b) **Bathing** in order to help the skin to act in the best possible manner is also of great assistance. A very hot bath should be avoided, and in no circumstances should a cold bath be taken. The proper way for persons suffering from nervous diseases to take a bath is about 90 deg. F., turn the cold tap on very slowly and let the bath gradually chill down until the temperature is between 50 deg. and 60 deg. F. A thorough good towelling should follow this. The skin glows as a result and the body gets the full benefit of the cold reaction without a shock to the nervous system.

- (c) **Keep the bowels open.** Constipation is the implacable enemy of people who suffer from nervous disorders. There is no cause, apart from violence, the immoderate use of alcohol and the taking of drugs, which is more harmful to the nervous system than constipation. The best method to combat this condition is to take a daily supply of a good "fruit salt," the amount required to be regulated by the user. This ensures a thorough cleansing of the whole system without any irritating or weakening effects.
- (d) There is no objection to the use of tobacco and stimulants in moderation.
- (e) **Food.** There are no hard and fast dietetic rules for people suffering from nervous complaints, but where nervous dyspepsia with consequent gas formation is a prominent symptom, great care should be taken in the use of potatoes and white bread. Never eat an absolutely full meal, and this applies above all to the last meal in the evening. Remember, you are dealing with a muscular tube which depends for its energy on a weakened nervous system, so do not give it more to do than it can conveniently manage.

WHAT CAN BE EXPECTED FROM NONN?

Right from the outset NONN will be found to benefit those who take it. Whilst making this emphatic statement the Proprietors do not wish to convey the idea that NONN is merely a nerve stimulant, elevating the nervous system momentarily only to allow it to fall further when the effect wears off. The effect of NONN does not wear off. NONN is a continuous builder, ever adding to your store of nervous energy, ceaselessly repairing the ravages made by worry, anxiety, over-work, ill-health, or operations.

Worries which were once mountains will become molehills. Health, self-confidence and energy will come to replace weakness, self-diffidence and lethargy.

It would be impossible for nerve sufferers for whom this nerve food is designed to take NONN and not recover their nervous strength and their physical well-being.

NONN FOR PERIODS OF SPECIAL STRAIN

There come times in the life of every man and woman when mental fitness is imperatively necessary. The first few weeks in a new situation; during the illness of a near and dear relative; periods of financial worry; business crises of all descriptions—these circumstances all throw an increased strain on the nerves. NONN is invaluable

then, it supplies the extra nerve force which is demanded, it helps the mind to make cool and calm decision, to face emergencies boldly and to win through without undue loss of vitality.

NONN brings a new ray of hope into the life of every sufferer from nerves.

NONN gives new strength to face the future and a return to self-confidence. Step by step NONN brings the despondent mind back to normal—back to happiness and to the joy of life.

NERVOUS TROUBLES MOST COMMONLY MET

A. MENTAL FORMS

1. Anxieties of All Types

- (a) Family worries.
- (b) Household worries.
- (c) Dread of business failure, etc.

These usually have a foundation in fact, but are magnified one hundred-fold when the nervous system is run down.

2. Morbid Fears

- (a) Fear of heart trouble.
- (b) Dread of disease.
- (c) Dread of insanity.
- (d) Mental depression.

These fears, though very disturbing and absolutely destructive of peace of mind and

business efficiency, have very, very seldom any foundation in fact, they are merely symptoms of general nervous exhaustion.

3. **Nightmares and Insomnia** have their origin in a disordered nervous system.

4. **Lack of Self-confidence**

B. PHYSICAL FORMS

(a) **Lack of Energy.**—Fatigue and general lassitude denote that the nervous mechanism wants strengthening—toning up.

(b) **Nervous Dyspepsia** is indicated by the eructation of wind due to lack of nervous tone in the stomach.

(c) **Constipation**—the most constant and the most harmful of all the symptoms of the sufferer from nervous troubles. It sets up a vicious circle and reacts back on the nervous system.

(d) **Trembling of the hands in excitement.**

(e) **Headaches.**

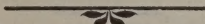
The foregoing comprise practically all the forms, both mental and physical, which the exhausted nervous system displays. If NONN is taken with regularity and the general advice previously given is followed, mental happiness, self-confidence, and physical well being are assured.

Nonn for Men (Red Cartons) 3/-

Nonn for Women (Blue Cartons) 3/-

Each bottle contains sufficient tablets
for 15 days' treatment

YOUR CHEMIST HAS IT.



Testimony from the general public.

The following are a few extracts
from the numerous testimonials
received. The original letters
may be seen at the offices of
Nonn Ltd., 45, Gordon Square,
. . . . London, W.C.1.

Birkenhead,
16.5.1928

I wish to thank you for the bottle of Nonn
you sent me. I have taken nearly all of them
and they have done me so much good that
I am about to go and buy another bottle.
I was very nervous after the sudden death of
my husband and they put me all right again.

M. A. McG.

Liverpool,
21.6.27

I am glad to be able to tell you that I am
greatly benefited by Nonn, and I mean to
continue to use it for some time to come.
Thanking you very much.

E. M. McL.

London, S.E.6,

22.7.27

I would like to offer my thanks for the great benefit I have received since taking your wonderful nerve tonic. My nerves have been bad for some time but I am feeling much better since taking Nonn. I can eat and sleep better and it will be highly recommended by me.

H.

London, S.E.13

18.6.27

I have been taking Nonn for a fortnight and have much pleasure in telling you that the improvement in my condition is marvellous. Taking into consideration that I was very bad with nervous fears when I began to take it, and that up to now I have only had two weeks' course of Nonn, it is really wonderful how much better I feel. I shall certainly recommend Nonn to anyone I know to be suffering as I have suffered, and have already done so.

G. M. K.

London, S.W.11,

3.5.27

I would like you to know that I have derived benefit from Nonn already. I was suffering badly from neuritis in my arms and hands when I wrote to you, but already the swelling is reducing and the pain is better. I shall certainly buy another bottle and continue the course.

I. W. T.

Glasgow,

2.7.27

Many thanks for Nonn. I shall never be without it as I found it excellent in every way.

I. McS.

Manchester,

14.8.28

Feeling "run-down," nervy and lifeless, I tried the bottle of Nonn for Men and, candidly, I felt a new man after four days' treatment. The old lassitude vanished and life took on its proper outlook.

L. W. (M.P.S.)

Wolverhampton,

23.5.27

I have taken the tablets as directed and feel certain that they will do all that you claim, as I already feel and notice an improvement in myself. I have decided to continue the treatment and shall also recommend it amongst my friends.

S. B.

Switzerland,

27.7.28

I shall be glad if you will kindly post to me at the above address six 3/- packets of Nonn for Women. The lady for whom you sent me Nonn has shown very marked improvement, though originally a very bad case.

W. H. H.

Wicklow,

May, 1927

. . . I am feeling better for the box of Nonn that I had. I am sleeping better and have lost some of the nervous feeling that oppressed me I am going through a very trying time and feel that your wonderful Nonn will help me to keep the flag flying.

P. C. N.

Southsea,
19.8.1928

. I am very anxious to take a tonic for nervous strain, and as both my husband and myself reaped such wonderful benefit from the tablets when we took a course some months ago, I feel that there is nothing else that would do me so much good and have such a quick and lasting effect.

While writing I should like to say that it positively cured my husband's nervous complaints, and he has never been troubled by indigestion since, so that it proved especially beneficial to him.

R. W.

Hove,
8.6.28.

A. B. writes to say that Nonn has done her so much good that she encloses a 3/- postal order for another bottle, which please send by return.

Norfolk,
22.8.27

I had a fifteen days' supply of Nonn from you about a fortnight ago and am feeling much better for same. I am enclosing postal order for 3/- for another fifteen days' supply.

H. R.

Nonn FOR NERVES

RESTORES SELF-CONFIDENCE

